

SANDY CITY
APPROVED CLASS SPECIFICATIONS

- I. Position Title: Web Producer
- Revision Date: 07/18
EEO Category: Technician
Status: Exempt (Comp)
Control No: 30108

II. Summary Statement of Overall Purpose/Goal of Position:

Under the supervision of the Communications Director or his/her designee, manages the technical, day-to-day operation and maintenance of the City's web site, as well as the implementation of all web enabled interactive solutions and e-government services. Works closely with the City's Information Technology division, the Communication Director, and other City departments to ensure the City's web sites and Intranet are providing the innovative solutions for the services needed by the City Administration and by each department in an accurate and up-to-date delivery and format.

III. Essential Duties:

1. Web Development & Maintenance, Content Management, Optimization and Analytics

- a. Continuously obtains current information from City Administration and all departments and uses our content management system to ensure the site information is resident engaging, dynamic, innovative, accurate and timely.
- b. Develops and supports Internet and Intranet web pages and sites. Integrates applications and programs into the City's web sites. Works closely with the Communications division and the Information Technology division to define and execute the desired look, feel, and capabilities of City web sites to promote a consistent visual image and brand feel.
- c. Researches and proposes new technologies and innovative ways to serve the City's Internet users and web site visitors and to improve internal operating efficiencies. Resolves web site operating problems.
- d. Promotes the City's web sites to internal and external audiences through a variety of mediums and actively works to increase web engagement, implement SEO and ADA compliance best practices, and monitor online activity.
- e. Assists City departments in uploading and managing web site content. Provides publisher and user access/support and coordinates training for publishers, etc. Serves as the technical consultant to the City's web committee and to City departments and their communications projects.
- f. Provides on-going analysis, develops technological enhancements, and monitors daily use and operation of the City's web site. Evaluates and selects tools and technologies for Internet and Intranet development and enhancement.

2. Database Management, Forms and Mobile Device Applications

- a. Develops and installs web-based technical solutions for database applications and technologies used to support the graphic and textual demands of the City sites.
- b. Assists in the development of online forms. Help create interactive interfaces for resident education, registration and other City electronic applications.
- c. Develops and maintains City content delivered on mobile devices and ensures that all City sites provide responsive design.
- d. Manage and maintain email lists for various City departments. Layout, prepare and send all City email marketing communication including all email notification.

3. Miscellaneous/Other:

- a. Helps shoot and develop video content as needed for press conferences, department communications, City events and awareness campaigns for City residents. Implements video programming through the City's digital online channels.
- b. Responds to enquiries via online web forms directed to the Communications Department and helps properly field inquiries to the department via city web channels.
- c. Performs community surveys as needed.

IV. Marginal Duties

- a. Performs other duties as assigned.

V. Qualifications:

Education: Requires an associate degree from an accredited college or university in computer science, information technology, management information systems, or a related field. Bachelor's degree preferred.

Experience: Requires two years of experience working with web content management systems. May substitute on a year for year basis any equivalent combination of education and experience.

Certifications/Licenses: Requires a valid Utah Driver's License.

Probationary Period: A one-year probationary period is pre-requisite to this position.

Knowledge: Knowledge of HTML, CSS, Javascript. Basic knowledge of graphic design, including Adobe Creative Cloud programs. Ability to understand the City's existing computer programs and web content management systems and how they integrate with each other.

Responsibility for: The care, condition, and use of materials, expensive City computer equipment, money, and tools.

Communication Skills: Ability to professionally furnish and obtain information from other departments; use sound judgment to avoid friction; communicate effectively verbally and in writing; effectively present information to diverse groups.

Tool, Machine, and Equipment Operation: Requires regular use of PC, printers, and telephone system. Require use of personal or city vehicle.

Analytical Ability: Ability to analyze and resolve complex problems; operate a variety of computer equipment and software; interpret a variety of technical instructions in mathematical or diagram form, including computer documentation, maintenance instructions, and procedure manuals, and deal with abstract and concrete variables; understand and follow oral and written instructions; explain technical material in layman terms; develop effective working relationships with customers, co-workers, and administration.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects, or controls; may periodically bend, stoop or crouch; and frequently communicates with others. Employee will sit or stand for long periods of time and may occasionally move up to 20 pounds.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines. Some pressure is generated by contact with other departments. Occasional irregular working hours may be required to resolve specific problems or time constraints.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any

employment compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

Dept/Division Approval: _____ DATE: _____

Human Resource Approval: _____ DATE: _____